



Press Contact:

Emily McHugh - CEO/Creative Director
Casauri
973-678-4004
mchugh@casauri.com

FOR IMMEDIATE RELEASE

Gift of Color

Casauri Premieres Colorful Laptop Cases at Accent on Design

E. Orange, NJ – January 28, 2004 - Casauri is the first company that designs colorful laptop cases for stylish women to premiere at *Accent on Design* at the New York International Gift Fair. The show takes place at the Javits Center in New York City from February 1 – 5, 2004. This year *Accent on Design* celebrates its 20th Anniversary of showcasing cutting-edge gift items.

Casauri represents a new class of exhibitor at *Accent on Design* that has a contemporary design driven focus on products that appeal to the mobile, tech-savvy woman. Every year the challenge to find “unique” and “special” gifts increases. The market place demands creativity without compromising function.

Here is why the Casauri laptop case makes the quintessential gift:

- 1) **Color is back** – The basic black laptop case is no longer the only option. Women can choose from an array of fashionable colors and lightweight styles.
- 2) **Casauri is unique** – Casauri’s product offerings are distinct and different. We offer sleek laptop cases for people who want to express their individuality and are tired of the status quo.
- 3) **People are looking for us** – The average woman spends hours online or months visiting stores searching for a laptop case to suit her needs. Casauri’s customers are always ecstatic to finally find us and to know that we are designing products specifically for them.

Review the Casauri collections in **booth 3882** at *Accent on Design*.

About Casauri: Casauri is a forward thinking design company that creates stylishly sleek cases for technology products such as laptops and customized accessories. Casauri is the result of a class project at Columbia Business School that became the first laptop case to be featured at the Museum of Modern Art Design Store. (www.casauri.com)

About Accent on Design: *Accent on Design* is the preeminent showcase for design-lead merchandise featuring the latest and most innovative designs. *Accent* is a juried division of the New York International Gift Fair. Exhibitors are selected by the following criteria: quality of manufacturing, creativity, originality, and use of contemporary design as a marketing tool. (www.nyigf.com)